

Message Text

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FM AMEMBASSY KUALA LUMPUR

TO SECSTATE WASHDC 5331

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PASS COMMERCE

E.O. 11652: N/A

TAGS: BTRA, MY

SUBJECT: REVERSE TRADE MISSION TO THE USA

1. THE MALAYSIAN MINISTRY OF TRADE AND INDUSTRY WILL SPONSOR A WOOD-BASED PRODUCTS TRADE MISSION TO THE UNITED STATES OCTOBER 14 TO NOVEMBER 3, 1973. ALTHOUGH THE ORIGINAL PURPOSE OF THE MISSION WAS TO SEE CUSTOMERS AND AGENTS FOR WOOD PRODUCTS, THE INTEREST OF THE MISSION MEMBERS NOW INCLUDES DISCUSSIONS CONCERNING JOINT VENTURES IN THE WOOD PROCESSING FIELD, AS WELL AS FAMILIARIZATION WITH WOOD PROCESSING AND WOODWORKING EQUIPMENT.

2. THE MISSION WILL BE LEADE BY MR PHILIP KHOO, A MINISTRY OFFICIAL. APPROXIMATELY 25 MISSION MEMBERS WILL BE FROM THE INDUSTRY, REPRESENTING FIRMS FROM EAST AND WEST MALAYSIA. AT THE SUGGESTION OF THE EMBASSY, THE MISSION WILL VISIT THE SOUTHERN FURNITURE MARKET SHOW IN HIGH POINT, NORTH CAROLINA, OCTOBER 25-26. THE MEMBERS HOPE TO MEET WITH FURNITURE MANUFACTURERS INTERESTED IN IMPORTING FINISHED OR SEMI-FINISHED FURNITURE PARTS FROM MALAYSIA.

3. THE ITINERARY IS AS FOLLOWS: OCT 14-17 SEATTLE; OCT 18-20 SAN FRANCISCO; OCT 22-24 LOS ANGELES; OCT 25-28 HIGH POINT; OCT 29-30 WASHINGTON DC (GUESTS OF AMBASSADOR KHIR JOHARI FOR MALAYSIAN HOLIDAY OF HARI RAYA PUASA); OCT
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30 TO NOV 3, NEW YORK CITY. TRAVEL PLANS ARE BEING

HANDLED BY A KUALA LUMPUR TRAVEL AGENCY, NUARSHAM TOURS AND TRAVEL SDN. BHD.

4. REPRESENTATIVES OF THE MINISTRY OF TRADE AND INDUSTRY HAVE ASKED EMBASSY FOR ASSISTANCE IN CONTACTING APPROPRIATE FIRMS IN THE UNITED STATES WHICH ARE INTERESTED IN PURCHASING TIMBER PRODUCTS; EQUIPMENT MANUFACTURERS AND POTENTIAL JOINT VENTURE PARTNERS. RATHER THAN CONFUSE THE ISSUE, THE COMMERCIAL ATTACHE INDICATED THAT THE MOST EXPEDIENT METHOD WOULD BE FOR THE COMMERCE DEPARTMENT TO CONTACT THE MALAYSIAN TRADE COMMISSIONER IN NEW YORK, MR HARRY LEONARD, OR MR THOMAS HO, WHO DIVIDES HIS TIME BETWEEN THE EMBASSY IN WASHINGTON AND THE NEW YORK OFFICE. BOTH GENTLEMEN ARE RESPONSIBLE FOR THE MISSION'S PROGRAM IN THE USA. WE ALSO MENTIONED THAT INASMUCH AS A COMMERCE REGIONAL OFFICE IS IN EACH CITY TO BE VISITED THE DEPARTMENT MAY WISH TO EXTEND ASSISTANCE, AS APPROPRIATE.

5. THIS IS MALAYSIA'S FIRST MISSION OF THIS TYPE TO THE UNITED STATES. MISSION MEMBERS ARE PAYING THEIR OWN WAY, HENCE IT CAN BE CONSIDERED A WORKING IOGA MISSION. SINCE MANY US INQUIRIES ARE RECEIVED AT THIS POST SEEKING SOURCES FOR WOOD PRODUCTS THE VISIT OF THE MISSION IS TIMELY; BUT MORE IN OUR INTEREST IS THE POTENTIAL EXISTING FOR SALE OF WOOD PROCESSING EQUIPMENT AND JOINT VENTURES IN THIS FIELD IN MALAYSIA.

6. GIVEN THE RECENT ENDORSEMENT OF REVERSE TRADE MISSIONS BY SECRETARY DENT AND UNDER SECRETARY CASEY (STATE 141993) WE SUPPORT ANY ASSISTANCE THE DEPARTMENT CAN OFFER THIS VISITING GROUP.

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